

Mike Kunkle

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EXECUTIVE SUMMARY

VP, Revenue & Sales Enablement | Sales Effectiveness | Sales Performance Systems

VP, Revenue & Sales Enablement or Sales Effectiveness focused on building sales performance systems that drive measurable business results. Creator of [*The Building Blocks of Sales Enablement*](#)[™]—codified from field execution that delivered repeatable performance improvements.

ACHIEVEMENT EXAMPLES

- Achieved a \$398M YOY revenue increase and a \$9.96M net ROI through the full implementation of The Building Blocks of Sales Enablement.
- Increased sales per rep by 47% and improved average profitability per rep by 11% in four months through territory strategy, sales methodology, and sales coaching.
- Guided organizations to 12%, 12.6%, 19.1%, 25%, and 34% revenue increases in under one year through integrated sales methodology, coaching, and sales management systems.
- Reduced new-hire ramp-up time by 23%, 34%, 47%, and 52% across four companies by aligning hiring, onboarding, coaching, and performance management.
- Increased sales per employee by 2.3 sales per month within three months of training—equivalent to \$183K per class of 12 or \$36.6M annually.
- Led an \$8M sales office, exceeded quota in every category, increased sales 600% YOY, and reduced operating expenses by 21%.

SKILLS & CAPABILITIES

- Revenue & Sales Enablement | Sales Effectiveness
- Sales Process & Sales Methodology Optimization
- Manager Enablement & Sales Coaching Systems
- Sales Hiring, Onboarding, & Time-to-Productivity
- Change Leadership & Organizational Adoption
- Sales Performance Systems & Commercial Excellence
- Sales Strategy & Go-to-Market Execution
- Sales Analytics, Metrics, & Performance Diagnostics
- Sales Messaging & Value Communication
- Customer Success Enablement

PROFESSIONAL EXPERIENCE

SPARXiQ (12/2018 to Present)

VP of Sales Effectiveness Services – New Ipswich, NH

- Built the Sales Effectiveness Services division from the ground up, designing and implementing integrated sales effectiveness and manager enablement solutions for organizations ranging from SMB to \$6B Fortune 500.
- Achieved a 94.7% client renewal rate for sales and sales management enablement programs through disciplined implementation, sustained adoption, superior service, and delivering results.
- Architected the Modern Sales Foundations[™] methodology and training system to drive modern, buyer-centric selling behaviors at scale, delivering 12%–34% top-line revenue growth.
- Developed Sales Coaching Excellence[™] and Sales Management Foundations[™] to institutionalize frontline manager capability and performance discipline across client organizations.

Transforming Sales Results LLC (01/2007 to Present)

Founder & Sales Enablement Researcher | Author | Speaker – New Ipswich, NH

Established Transforming Sales Results as a research and thought leadership platform to document, codify, and publish sales effectiveness methods—resulting in [*The Building Blocks of Sales Enablement*](#) book, webinars, eBooks, articles, and my ongoing [*Sales Enablement Straight Talk*](#) newsletter.

Fast Lane Digital (03/2017 to 05/2018)

VP of Sales Transformation Services – Boston, MA

- Contracted to establish a sales transformation consulting practice for Fast Lane's new digital transformation division.
- Supported \$3M in bookings during the first half of 2018.
- Led internal sales training, product development, partnerships, and client-facing revenue enablement efforts.

Brainshark, Inc. (09/2015 to 01/2017)**Sr. Director of Sales Enablement – Boston, MA**

- Owned sales onboarding, GTM readiness, manager development, ongoing sales training, sales messaging and effective content usage, and enablement system management.
- Implemented sales process and methodology (Force Management, MEDDICC).
- Improved onboarding, conducted sales force talent audit, built training systems, and implemented CloudCoaching International's Pathways to Growth and 9 Disciplines for frontline sales managers.

GE Capital (03/2014 to 09/2015)**Commercial Training and Development Leader – Dallas, TX**

- Collaborated with Sales Effectiveness leaders to develop commercial capabilities for sales reps and managers.
- Conducted top-performer gap analysis; designed and implemented customized curricula, multi-rater assessments, and a structured training system to improve execution consistency.

Richardson Sales Performance (01/2013 to 03/2014)**Director of Product Development (Sales Training Products) – Dallas, TX**

- Managed development of sales training products, solutions, and partnerships.
- Led team of instructors, designers, and SMEs in the development and launch of Richardson's Selling with Insights™.

Inspire Insurance Solutions / HealthMarkets (01/2011 to 07/2012)**Director of Sales Effectiveness – Dallas, TX**

- Led sales effectiveness for a PE-backed insurance distribution organization with a sales force of ~6,000 agents.
- Conducted top-performer analysis, implemented psychometric hiring assessments, led best practices data collection project and training redesign, developed agent business plans, developed sales coaching training.

McKesson Provider Technologies (05/2007 to 09/2010)**Director of Training Delivery Services – Dallas, TX**

- Led training team for healthcare software implementations and go-live readiness.
- Owned delivery operations and P&L, achieving \$22.07M in revenue (9% over goal) and \$11.48M EBIT (8% over goal) in one year, including \$759.5K in unbudgeted revenue.
- Delivered strong quality outcomes, including 4.74/5.0 customer satisfaction and 88.8% average post-course proficiency, while improving scalability and operational efficiency.

NovaStar Mortgage, Inc. (04/2003 to 05/2007)**Director of Sales Performance Development – Cleveland, OH**

- Led an enterprise sales performance transformation, owning the design and execution of an integrated sales effectiveness system.
- Delivered a \$398M YOY revenue increase and \$9.96M net ROI by aligning hiring, onboarding, sales coaching, sales management, and execution discipline.
- Improved processing efficiency by 16% and led Six Sigma initiatives reducing costs by \$230K.

PREVIOUS WORK HISTORY

- **Pfizer Consumer Healthcare:** Manager of Sales Training
- **PlanSoft Corporation:** VP of Professional Services, VP of Sales Force Performance
- **Hyatt Hotels Corporation:** Director, Sales Training and Management Development
- **Household Finance Corporation:** National Sales Training Manager

BOARD & ADVISORY ROLES

- Board Advisor, Sales Education Foundation
- Board Member, SkillDirector (until acquisition)
- Strategic Advisor, WAGmob (until acquisition)
- Advisory Services, Livingston & Haven

AFFILIATIONS & ASSOCIATIONS

- Revenue Enablement Society
- Sales Management Association (SMA)
- Association for Talent Development (ATD)
- International Society for Performance Improvement (ISPI)

EDUCATION

- Mansfield University of Pennsylvania: bachelor's degree, cum laude graduate, dean's list final four semesters
- Leadership development programs at Household Finance Corporation, Hyatt Hotels, McKesson, and GE.